

## REMARKS

This communication is a full and timely response to the final Office Action dated January 16, 2009. Claims 1, 3-21, 23-25, 27-33, 43-45, and 47 remain pending. Claims 2, 22, 26, 34-42, and 46 are canceled. Claims 10, 13, 28, and 30 are allowed and claims 1-9, 11, 12, 14-25, 27, 29, 31-33, 43-45, and 47 are rejected. By this communication, claims 1, 3, 4, 7-9, 11, 14, 17-21, 27, 29, 31-33, 43 and 44 are amended. Reconsideration and allowance of the pending claims are respectfully requested.

### **Allowable Subject Matter**

Applicants acknowledge with appreciation the indication that independent claims 10, 13, 28, and 30 have been allowed.

### **Rejection Under 35 U.S.C. § 102 and § 103(a)**

Claims 1-8, 14-17, 19-27, 31-33, and 43-45 were rejected under 35 U.S.C. §102(b) for alleged anticipation by *Gu* (U.S. Patent No. 5,874,988). Claims 9 and 11 were rejected under 35 U.S.C. §103(a) as being unpatentable over *Gu* in view of *Reuman* (U.S. Patent No. 6,063,982); Claims 12 and 29 were rejected under 35 U.S.C. §103(a) as being unpatentable over *Gu* in view of *Reuman* and further in view of *Pettigrew et al.* (U.S. Patent Application No. 2001/0028736, hereinafter *Pettigrew*); and Claim 18 was rejected under 35 U.S.C. §103(a) as being unpatentable over *Gu*. These rejections have been rendered moot.

Applicants have amended the currently rejected independent claims to recite "a Bin number indicating a quantization level of the characteristic value, the color characteristic being at least one of color temperature, brightness, contrast, and

saturation, wherein a contrast value is determined as a standard deviation of luminance values of all pixels in the image to be displayed". Support for this change can be found, *inter alia*, from page 19-20 of the specification, as well as claims 33 and 44, and the newly canceled claims.

These recitations have been added based on Applicants' understanding of the features relied upon in the Examiner's indication of allowable subject matter of claim 13. For instance, when viewed in light of claims not allowed, the descriptive expression (see, *e.g.*, Table 1 at page 20 of the specification) of the equation implied to be an allowable feature of the Examiner in claim 13, and a Bin number. The "content identifier" language not found to be sufficient for allowability, has been removed.

In light of this, Applicants incorporate by reference the previous descriptions of the prior art, and note it appears that the Examiner appreciates the patentable distinct nature of the features being presented herein. The applied art does not anticipate or render obvious the combination of features as articulated in the presently pending independent claims for reasons of record.

Claims 2-9, 11, 12, 14-17, 20, 22-27, 29, 31-33, and 44-45 are also distinguishable over *Gu* by virtue of their dependency on either independent claims 1, 21, or 43, and for the additional features recited therein. Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection to independent claims 1, 21, and 43, and all claims dependent therefrom.

As discussed above, *Gu* fails to disclose or suggest all of the features as recited in claim 1, the independent claim from which rejected claim 18 depends. Thus, it is respectfully requested that the rejection to claim 18 be withdrawn.

**Conclusion**

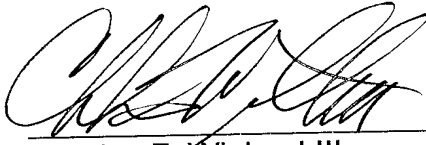
Based on at least the foregoing amendments and remarks, Applicants submit that claims 1, 3-21, 23-25, 27-33, 43-45, and 47 are allowable, and that this application is in condition for allowance. Accordingly, Applicants request a favorable examination and consideration of the instant application. In the event the instant application can be placed in even better form, Applicants request that the undersigned attorney be contacted at the number below.

Respectfully submitted,

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